

60 Must-Have Post-Event Survey Questions



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Introduction

Brand events aren't just one-and-done moments in time; they're for growing your consumer base! With the right event, you can transform an attendee into a brand ambassador; but how do you know if you've done it?

Use this handy feedback question checklist to make sure you're asking the right questions to better understand your consumers and identify opportunities for growth.





Net Promoter Score (NPS) Questions

A net promoter score is one of your brand's most important numbers! This 1-10 rating shows how your brand is perceived and can show the impact of your events when asked both before and after the event.

This is also a great question to ask before your event, as well as after, so you can fully understand how your experience changed attendee opinion.

Tip: A good NPS score is considered positive (>0), excellent above 50, and world-class if above 70.

- 1.** Rating 1-10: How likely are you to recommend [brand] to a friend?
 - 2.** We're glad you had a great time! Please tell us why you selected the rating 10 out of 10. Direct feedback like yours is incredibly important to us.
- OR**
- 3.** Please tell us why you selected the rating 5 out of 10.

Phrasing for **2** and **3** are dependent on the score the guest leaves.

Experience Feedback

Don't just take for granted that your experience went well. Learn more about what your attendees thought of the event, and what you can do better next time. Who knows; they might even have some ideas for new experiences you hadn't thought of!

- 4.** What were your main takeaways or feelings about this experience?
- 5.** How did this experience compare to other similar experiences you have attended in the past?
- 6.** How was our staff?
- 7.** How satisfied were you with the quality/knowledge of your guide/event staff?
- 8.** Who was your tour guide? / Who facilitated your experience?
- 9.** Were you satisfied with the length of the experience?
- 10.** Were you satisfied with the amount of other attendees at the experience?
- 11.** Were we able to meet your expectations?
 - Yes, completely
 - Somewhat, yes
 - Neither yes nor no
 - Somewhat not
 - No, not at all
- 12.** If you could change just one thing about your [brand] experience, what would it be?





13. Did you have trouble finding the event information?
14. Did you have an opportunity to ask questions and participate?
15. How accessible was our event for you?
16. How could we improve your experience?
17. What was your favorite part of the experience?
18. What was your least favorite part of the experience?
19. Which part of the experience was your favorite? [list the experience out by parts for a more prescriptive answer]
20. How satisfied are you with the event?
21. How would you rate the ticket price?
22. Please share any additional comments, thoughts, or suggestions for future events.
23. What was your biggest takeaway from the event?
24. Why did you decide to attend this event?
25. Do you plan on attending future experiences with [brand]?
 - Yes
 - No

Purchasing Behavior

Feedback can be a great way to understand how consumers buy and use your product! Ask these questions to learn about purchasing behavior.

26. In the past 6 months, how often have you purchased [brand] products?

- Weekly
- Monthly
- Occasionally
- Never

27. Please choose the answer that best completes the sentence: 'This experience made me _____ to purchase [brand] at my [location].'

- Much more likely
- More likely
- Not more likely or less likely
- Less likely
- Much less likely

Brand Impression

How do your consumers feel about your brand? These feedback questions should help you learn where you win, and where you can improve.

These are also great questions to ask before your experience as part of the ticket reservation process (if you have one).

28. What do you like most about [brand] products?

29. If you could change just one thing about [brand] products, what would it be?





- 30.** How would you rate the value for money of [brand] products?
- Great value for the money
 - Good value for the money
 - Okay value for the money
 - Poor value for the money
 - Bad value for the money
 - No value for the money
- 31.** How would you rate the quality of [brand] products?
- Very high quality
 - High quality
 - Neither low nor high quality
 - Low quality
 - Very low quality
- 32.** How would you describe [brand] products?
- 33.** Which of the following words would you use to describe [brand] products? Choose all that apply.
- 34.** I think that [brand] is... (please select all that apply)
- 35.** [brand] is a brand that is associated with [adjective describing the brand].
- I totally agree
 - I partially agree
 - I neither agree nor disagree
 - I partially disagree
 - I totally disagree
- 36.** [brand] is [activity that speaks to a core brand value, e.g. "supporting the local economy / local businesses"].
- I totally agree
 - I partially agree
 - I neither agree nor disagree
 - I partially disagree
 - I totally disagree

Consumer Demographics

Ask these questions to understand your audience and build a better consumer profile. Like the previous section, these are good pre-experience questions to ask during the registration process.

- 37.** Please provide your birthdate.
- 38.** What is your ethnicity? [list appropriate ethnicity options]
- 39.** What is your zip code?
- 40.** What country are you from?
- 41.** What is your gender? [Go deeper than man and woman! We recommend Man, Woman, Nonbinary, and Unspecified!]
- 42.** How do you prefer to receive discounts or learn about events? [Social media, email, text, word of mouth]
- 43.** What's your highest education level?
- 44.** Are you interested in volunteering with us? [If you take volunteers, this is a great way to build out your list.]



Consumer Psychographics

Psychographics are a little different from demographics. Where demographics represent who your consumers are, psychographics are how they feel and behave. This is important when you're creating experiences for certain kinds of people and knowing what they care about and what language to use to speak to their interests. ask during the registration process.

Consumer psychographic questions are measured on a different interval scale as statements with the following answer selections:

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly Agree

45. I like to know trends before others.

46. I'll go out of my way to find the best possible deal.

47. I will travel far for the right event.

48. I love diving into new experiences head first.

49. I need to do a lot of research before I make a purchase.

50. I prefer private, VIP experiences instead of large events.

51. I prefer experiences over purchased goods.

52. Friends come to me for advice.

53. I would rather have time than money.

54. I spend a lot of time practicing self care.

Marketing Efficacy

It always helps to understand where your visitors are coming from. Know what marketing spend works to double down and scale. Ask before the experience when these are fresh in visitor minds!

55. How did you hear about this experience?

- [list possible marketing channels depending on your marketing strategies]

56. Have you attended an event with us before?

57. If so, which was it? [list kinds of events you offer]

58. Have you ever tried [brand] products before this event?

59. How many times did you visit our website before booking your ticket/RSVPing for our event?



First and Secondary Marketing Opt-In

Make sure you can reach out to your attendees after the event! The second response supersedes the first response when you ask this, legally, but you are also likely to get more responses post-experience. Ask this twice – once at the event and in your follow up.

- 60.** I want to receive promotional messaging, including emails and text messages, from [brand].
- Yes
 - No

**Can't decide on questions?
We have your back.**